

The Art (and Science) of Persuasion: Colin White Elevates Libertarian Policy Solutions

By Brian Mullis

Colin White knows firsthand the importance of sound fiscal, monetary, and regulatory policy.

His family businesses—spanning real estate investing, mineral rights leasing, historic building restoration, insurance, and technology management consulting—thrive or falter by these policies. Yet Colin has found few reliable sources that offer nonpartisan, scholarly research on the impact of government actions on businesses, communities, families, and the broader economy.

“In real estate, you hear claims like ‘Rent control works’ or ‘Government intervention saved us in the housing crisis’ all the time, but they often lack factual backing,” Colin says. “When you look at the evidence, these policies clearly don’t work. We need to make detailed, evidence-based arguments to show that better alternatives exist.”

In 2018, a friend introduced Colin to the *Cato Daily Podcast*—a concise, engaging show where Cato experts and notable guests discuss various policy issues with host Caleb O. Brown. Colin quickly became a fan, diving deeper into Cato’s work and sharing it with his friends and family.

“Cato’s research is thorough and presented in an accessible way, offering a unique perspective beyond the typical left-right divide,” Colin says. “What impresses me most is the quality of Cato’s research. They back up their philosophy and policy solutions with real evidence and data.”

This dedication to evidence-based policy recommendations inspired Colin and his family to support Cato’s Center for Monetary and Financial Alternatives (CMFA). “Financial literacy and monetary policies shape the future of our country, the world, and civilization,” Colin says. “It’s a core topic that has its tentacles in everything.”



A sound, stable, and open system of money and financial services is vital for market freedom. The CMFA is a leading voice in monetary economics and financial regulation, and the White family’s support will bolster these efforts for years to come.

“One of my biggest goals is for Cato to reach more people,” Colin says. “The young generation will soon be decisionmakers, and it’s crucial to introduce them to these ideals and this information while they’re still forming their views on life and the world. It’s so important.” ✦

For information on Cato’s Legacy Society, please contact Brian Mullis at bmullis@cato.org. To learn more about planned giving, please visit Cato.org/plannedgiving.



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